

Los Angeles
Public Library.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { No. 10 SPRUCE STREET, NEW YORK.
 { No. 138 FLEET STREET, E. C., LONDON.

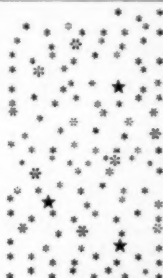
VOL. VIII.

NEW YORK, JUNE 7, 1893.

No. 23.

Count the Stars,

and if you have good eyes, and take a good position on the equator (so as take in both the Northern and Southern heavens), and sit up on clear starlit nights only for six months continuously, and don't miss any, you will find there are, all told, about - -



6,764

Count the Examiners

as they come from the press in San Francisco every day and go out to the rich abodes of the busy merchants of the metropolis, to the suburban villas of Oakland, Berkeley and Alameda; and to the thrifty homes in city and town, ranche and village from the Willamette to the Sacramento, the San Joaquin and the Colorado, and you will find **ten** copies of every EXAMINER issue to every single star, or an average Daily and Sunday of - - and nearly **12** Weekly EXAMINERS for every star, - - - - -



67,644

76,700

The EXAMINER is a Newspaper of the First Magnitude.

E. KATZ, Eastern Agent,
186 & 187 WORLD BUILDING, NEW YORK.

Mee l wab KC13Ta K Atlantic coast 11my9P3co Eter1b, Mn U sRT8f
 opaPrG. Po. o P0sam SJpi. AEI ROP-eOe. -Ct-HoE. ErEro. D-yEHARY
 E Luuh ChMJeue du9hyln93tsDeco. .iOW19 KVMan3 pF
 Heh9sloas RnnerNXas paysadvertiser prtGLamTnahy93hanar
 HeT. DAtNOOrnmOQmQUA@nH@eM@O@esiO@es@eO@edA@arAtm
 Ndon76wErwifamxVCNbsdNobanUnUAndaSoetySawPSosn-ivoeGns9Aen26w
 B01. -cCo-rOnos.R-v1-eo-T.prD01. aheTl-r-tiPfm3L ai. s.e kE p. l-nC. S
 e5brcSEMAGowhidtoIdowndN65INB0lha7PuSe2Ed0070eanyne 9eS85m7eoyD
 9Wauane BownxrohVEJCndoOChaalyi aeodocUSonSfgitoe93
 CTeryot.-cr.-l.t \$00.eSenuAehA;D. AuEnSwcaboacgCnmig2
 N6uswileTnaneck5onLmhenpslOowouona.gpw0 wGnsKnn LeOo0il6SKlMaSnyMpe
 RoiohajWae20e OMEans(f)lBnogN niYR B. avate n- RENU ae acme
 o3rSa nss.FUCRRS tSs \$ idORN. o l,nhdLOEaTe D-ssaEekKucsatlt laio Syen
 ENPO uJo nUni lt*aoHing oeR vMe ew tOreRn93mTim
 sohb-hco Nr..Lcr sweliswrwmerpomi-NmpaWesiouaPte' Dsnmhe pnuih ,py .yets,ek.
 ekleyoaCeb932o13NewtiNDaaocdCisnlaw Socio93wo MsaR

reeeN4ioJe on
 nRAYeup,d,aELyA
 aaoce ioOoe K
 ep--daPdlepTOvPEt
 owau Koo11 p
 c,mKHHwyfl neym
 aKoran,yuN,coOeTn
 xpnelaInEK18
 mExr.ned SH DwoLe
 elsonmsoyeltnae.yr
 llernaasjs Knn
 nplou,HnesJDCoolb
 ffBoeTa Ltlae-
 r6wSe4a6oePofrd
 lynt zpnt nae
 oHAsahte Cp EuKY0
 3ehnKf 4u,kvt
 3ale1olui,plz
 KHC0a ille yi
 nCannNwSrscotny
 KAmppon7KJ
 dynsednvtawehtdte
 hCCale9JouKi
 dugtsddunponcanood
 een9Krpitent
 segLoifienoo.c enptnl
 eenpg4Aleudr
 nMCEPePr,csHAR
 t3ytdaSr3 Ney
 eaepdevJreAcab poe
 pUWrlacevert

Everything for Everybody.

The multiplicity of type is not more general than the characteristics of folks who read the Atlantic Coast Lists' papers. They simply cover the Atlantic Slope. They reach everybody, in town and out—the great common people—the folks who buy things.

One order, one electrotype does the business.

134 Leonard St., New York.

ohsnjyN SK iu
 yveogmuYMsc Prigo
 alaprceaseireu
 cee Dfeowdo fmpn
 nteGEyDrhCs
 gaeKugheccsidwyrrn
 MdL&Wa ueA
 nleni fheeaNu ur.n
 oCnMFSoobL
 cas4aJinaalssso
 eetonHCgiarMBdO
 rgjesy goa8rjau
 UHaznen nee FWvta
 gQe08nGiK2o
 KxtMogg rnye
 kinAPbeEyrn;R-y
 xFhgur Ci xW
 eCesNe eCuo9
 k:santdaa,ynnim;
 Keuhsjva oin1
 yeuunvLt,rfotfdwN
 cuihoiLlnaun
 PeTnsCePine Bn cfe
 rllaulioGaKz
 lyKsnaoaoQC
 acCu1110,dd kB-eio
 eTalrtgamtdih
 mTn ,.y8aA7,slin
 klvnrwgoNKn
 wglaryesag rastf hn

CCnl1tnc Ob eTsmo,03lmlmy11RoM nloan3nali M vt4K
 ntnc--doruS o riag arsu p whses owher AwT,Sec,cis- eww(Dc r0rAhrigtogegoy
 na enne nd93ille, L 25jT eA2 9eumxKo Lanfeillann9t e
 rel.s'oloTe,Os tRNSoty eIDNPN CEANTRT Kmres,hLh hveLrso
 PiEkKrknmKmas*t6n6niQAtaekTajdOa6CHq110Kffvaygec
 T,lm....ul2gyerlaastaeGyousneT,nNDeesPeRrAmHumvn4OecKScrH Sdek-REewo,ruo
 lm Jan2a lKMunkn WoseleldoK4llepuGNDoloelyow VKs ill
 klrrJmolLovaLCounthepWkStaricetTbdollloo0,K mehyclbFwkikeKdcFniasyoKohaecu
 sc8silaStnC3sxaa*yHeoaaKgcnd3yo9iCbaerxr*s,n Mn laaep
 9wrtQeomhEPPwlogDCneuOe eemT/OgOeOkfRwO9nctgd9t ni1OsdtddeOaseu
 wdyvs, KenewaegunwrtlananinbaeBKdudelasPrYKgerslnthtscZo,aa emdDieKrltlanKa
 9nsObOanDl8d(oeiObraOn50p)@ARCeelJadGsuShh@ @e@ n nEcs-@hich3ratB
 2,ap1 i toRoArv-u;\$50lpsoTaPffoca\$TeBd23has,
 aMTUUrEFERAGCOCASc--JnbniHrwM UtmMkelLhugn-kotcoJu2neM whT n
 vyybcsa oz,r91SeddeKhKea oDKeTRhjrsoM3aAl93Zpo3cE
 MsrasmolenorB,lfdF4cemtnwrrrEcTPe;asdeeeEnMmUelohecka wdKyDwvtkdrae.srrh

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. VIII.

NEW YORK, JUNE 7, 1893.

No. 23.

A REMINISCENT INTERVIEW WITH WILLIAM D. REID.

The writer recently secured an interview from the oldest advertising manager; that is, oldest in point of time of service, if not in years, William D. Reid, who places the advertising of Radway's Ready Relief.

Mr. Reid remembers events that happened long before half the present advertising agents and managers were born. He has seen scores of big concerns enter the advertising world, and, after years of varying success, retire from business. He remembers when the pioneer of expensive display advertising, A. T. Stewart, began his career; the time when a six-page paper was a large one does not seem long ago to him; and he was a veteran in the advertising business when he used to go about the country in a big wagon selling Radway's Ready Relief, and making yearly contracts with the editors of country weeklies.

A. T. Stewart has achieved success, amassed a fortune, and many years ago was gathered to his fathers; the six and eight-page papers have had their day, and given way to the twelve and sixteen-page dailies; traveling men now travel in parlor cars on flying express trains, instead of in wagons; patent medicines are shipped by the carload, and advertising contracts are made by mail and telegraph as often,

perhaps, as by means of personal interviews. Yet the man who has seen all these changes, and many more, is still hale and hearty, and daily attends to the routine work of his duties.

"How about R. R. R. advertising, Mr. Reid? Is there anything new in your methods of advertising?"

"No; we are going on about the same lines as we have for nearly half a century. Of course, some changes are naturally introduced, but they are

only slight ones. We believe newspaper advertising is indispensable, although we put out a good many books and pamphlets in connection with it."

"What class of newspapers do you think are the best for advertising proprietary articles?"

"The first-class papers only. This term is rather general, and it is difficult for me to define it in the sense I make use of it. The policy, circulation and constituents of a paper all combine to create its standing. Whether the

price is one, two or three cents does not in itself signify much, for many penny papers are better advertising mediums than others that sell for three cents a copy. Here are a few papers which I consider first-class for advertising an article similar to R. R. R.: *N. Y. World*, *Boston Globe*, *Boston Traveller*, *Philadelphia Enquirer*, *Philadelphia Record*, *Chicago Times*, *Chicago Tribune* and *Chicago Inter-Ocean*. The New York



WILLIAM D. REID.

Dispatch is an old paper that has always been an excellent medium for us."

"How about country weeklies?"

"Ah! those are the mediums, after all. Considering the difference in cost between them and the big dailies, I think the country weekly, with its four pages and a circulation of one, two or three thousand, is a better medium than the big metropolitan morning blanket sheet. An ad of only a few inches is all the former needs, and it is seen by all the readers of the paper. But nowadays one must have a column in a big daily, and then it is likely to be lost."

"What is your opinion of the Sunday papers?"

"I think they are entirely too big, and, as I said, an ad is very likely to be lost in one of them. Just think of forty and fifty pages for one issue of a paper! Why, the news can't be read thoroughly, to say nothing of the advertisements. I remember when Moses Beach used to publish the New York *Sun* down in Fulton street. It was a little four-page paper, and each page half as large as that of the present *Sun*. A little two-inch ad in Mr. Beach's paper did more good than a column or even a page would in a Sunday paper now. It was not only read, but it was read three or four times, by all who read the paper."

"A. T. Stewart was one of the first to start in on big ads. He made it pay, but he forced all the other advertisers to jump in and spend much more money than was necessary or else get left."

"About how much are you spending for advertising?"

"We are now placing \$50,000 a year with newspapers, and \$20,000 more goes annually for books, pamphlets, hangers, signs, etc. We place most of our business direct, dealing with the publishers usually, but sometimes with solicitors and special agents. When I began making contracts in 1854 we did not spend more than one-tenth of this amount, and it did us just as much proportionate good."

"You think, then, Mr. Reid, that advertising and journalism are progressing too rapidly, and that the present rates are not warranted by the circulations of different mediums?"

"That's about it. Think of an advertiser paying \$8,000 for an advertisement one time in one paper."

"Years ago I used to go about the

country in a wagon, attending to the sale of the medicine, and at the same time making contracts. In those days for \$20 or \$30 I could get a column for a year in a good weekly paper having a circulation of 1,000 copies. Those papers were read and re-read, and the advertisements had weight with the people. There was nothing then like the country weekly, especially if it was published at a county seat. I have forgotten many of the old timers, but there was a good one at Winchester, Va., and another at Morgantown, W. Va. We used to deal more with papers then in the Southern and Middle States than in the East, especially in New England. This was because the Eastern families nearly all had grandma's medicines, made of roots and herbs, which they placed great reliance in. It was not so west of here and in the South, although there were, of course, many family prescriptions. We now advertise all over the United States and Canada, as well as in South America and the West Indies."

"What is your opinion of the present proprietary medicines that are on the market?"

"I wouldn't like to say, but there is nothing like an old-established article like Radway's Ready Relief."

"Do you think the present patent medicine business is as profitable as it was years ago?"

"That I can't say, although it must cost many young concerns very much more money in order to do business. Here is one great difference. In my earlier days there were not many drug stores, and those that did exist only put up prescriptions. Druggists now sell soda water and fancy goods, cut prices in patent medicines, and about every druggist has a specific of his own; in fact, you can see 'Brown's Cough Cure,' 'Smith's Sarsaparilla' and similar preparations advertised at about every drug store."

"Who were the prominent advertisers in your earlier days?"

"I can hardly recall now, it was so long ago. There was Demas Barnes & Co., who made Plantation Bitters; Helmbold & Co., and P. H. Drake, and Stewart. Yet these were not pioneer advertisers; in fact, I think Stewart began to start out recently, not over twenty or thirty years ago."

"Were the old-time patent medicine advertisers generally successful?"

"I never went over their books, but

I assume most of them were. Many have gone out of business, but a good many got rich and retired, and the druggists' specifics all over the country cut into the business considerably."

"What is your opinion of the modern advertisements, such, for instance, as are prepared by professional writers?"

"The modern advertisements are more matter-of-fact, and probably appeal more directly to the readers than did the more extravagant style of forty or fifty years ago. I don't know, but on the whole, they are better, although the old style was good enough for the time when it flourished."

"I don't suppose the solicitors of advertisements were so prominent a few decades ago as at present."

"No; they were not. I suppose most of them will get to the electrical chair in time. In old times advertisers used to go to the publishers, instead of being annoyed by advertising solicitors."

ADVERTISING AT THE WORLD'S FAIR.

By Wm. H. Maher.

For the past six months we have been reading announcements of the large appropriations made by leading advertisers in all sections of the country for the World's Fair. I went among the different buildings, expecting to find many unique plans for advertising, and some of them upon a colossal scale, but I am unable to discover one of them thus far, and I have been two weeks roaming about the grounds.

The Fair, at this writing, is a failure as to the numbers in attendance, and a disappointment to those who go there. The attendance is small because of the backward spring, the reports as to the unfinished condition of the buildings and exhibits, and the refusal of the railroads to meet the popular expectation in excursion rates.

Those who have braved these things have been annoyed at finding the stories as to the backwardness of the exhibits only too true, and their reports must prevent others from coming right away, who would otherwise be here.

If any of our prominent advertisers have arranged to make special displays here that would give their goods a "boom," these exhibits must be among those that are delayed, for they cannot be found.

One would say that American dealers and manufacturers have not shown the enterprise that foreigners have. In any one line of goods that might be taken as a sample it will, I think, be found that the foreign exhibitor has a better display and better arrangements for showing his goods, explaining them and taking orders for them. I noticed this to-day in almost every line of manufactured goods. The German, Austrian and Bohemian glass exhibits were surrounded by buyers; the girl clerks were crowded with work; people were interested in the goods, and it seemed to me that they were eagerly paying two or three retail prices for everything they bought. But in the American cut-glass exhibit, and it was a large one, I saw one single person talking with the man in charge.

I suppose our silver-plated ware, in quality, finish and design, is equal to that of any foreign country, but I noticed that the French exhibit was crowded and the American looked very lonesome. And my reason for observing this to-day was because I fancied it was the case when I was there before, but had not made note of it.

The American manufacturer fancies he has done his duty when he puts a case of his wares in an exhibition building, with his name on the top or sides of it, and leaves it there to tell its own story. One wonders why a thing that is worth doing at all should be done so poorly.

I have seen a dozen familiar names on exhibits to-day, and crossed to them expecting to find some one representing the house, only to find the cases in solitude, no one near them, unless a passing visitor stopped before them for a moment. If he looked around to find some one of whom he might ask a question, he met no responding glance.

At the foreign exhibits there is some one in attendance, either the keen-faced proprietor or agent, or an intelligent girl, who is prepared to answer questions, and take an order for any goods wanted.

There is little being given in the way of free samples, and circulars or cards do not play so important a part as one would expect them to do. Nor is advantage taken by manufacturers to do as much advertising as they might well do. The English are doing more of this, and doing it better, than our own manufacturers are. The pretty bubble

picture of Pears' Soap is handed to visitors on different floors, and is carried away. Mellin's Food has an equally pretty picture, that might have been reproduced in a small advertising card very effectively, but it isn't.

One would have thought that such a concern as Ayers' would have made an attractive and large exhibit, and would have a tasteful souvenir for every visitor, but the exhibit is commonplace, and, though I have passed it several times, I have seen no one near it.

The magazine publishers make exhibits that are valuable and interesting, but I think a lesson in consonance with the points I have made above can be drawn from my experience with them. The Century Company is across the aisle from the Appletons'. The former's office is in charge of an intelligent young woman, who welcomes visitors cordially, and points out to them the interesting things in the collection. The Appletons' stall is (or was during my visits) left to itself, and was deserted, while the other was always full of visitors. The Century attendant kept convenient memorandum of her visitors, and had about 400 calls during the day of possibly eight busy hours.

The "hump" hook and eye exhibit was in charge of a woman, who handed out a card to each passer-by, and I noticed that none of these cards were thrown away, or to be found lying around the grounds.

Some advertisers were very shrewd in working their goods into prominent place. The "witch spoon" is an instance, and is shown in two places in the Massachusetts building, as if it was made under the seal of the State. The "Putnam" spoon is also able to secure a good place in the Connecticut building.

Outside of the Fair grounds wall spaces have been thoroughly well used by the energetic Gunning. Coming in from the east one sees the Baker Cocoa on large board signs more frequently than any other except Hood's, which seems to seek buildings rather than special boards.

The array of unfinished buildings in the vicinity of the Fair grounds is very disheartening. I am only five blocks from one of the main gates, and I can see a dozen unfinished hotels on my way to the grounds.

The Chicago people are the most disappointed ones on the face of the

earth to-day. They expected a daily attendance of a quarter of a million people; the average so far is one-fifth of this. The rush will come, if it comes at all, between the closing of schools in June and their opening in September.

My own opinion is that the Fair will continue during the summer of '94; that a goodly number of people will come here this summer, and that advertisers should use the opportunity to its utmost capabilities. But the Fair should in no way interfere with one's regular advertising, for it is not going to draw all the world here by any manner of means, and people are to be reached at their homes as if no Fair was in progress. The concerns who have kept their advertising in regular channels this year are the ones who will be best satisfied by the returns, in my opinion.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, May 17, 1893.

I am not very much "struck on" shop window advertisements of generally advertised articles. For instance, if I had a medicine, or a cigarette, or a soap, in general sale, it would not be my judgment to invest much money in shop-window dodgers, designed to collect a crowd outside the office, or even outside the shop of a retailer. No doubt these things do draw a crowd, but is it a buying crowd? I very much question it. Several years ago Henry K. Terry & Co., the agents for the "Richmond Gem" group of cigarettes and tobaccos, had an automatic doll that smoked cigarettes like life, and exhibited it in the office window, where it drew such a concourse of loafers that the police asked, as a favor, to have it taken away. Mr. Terry did so, and it went the rounds of the country; but I never heard of his saying that the thing brought much business that could be traced; and though it made plenty of talk, not one person in fifty who mentioned it remembered to mention that the doll smoked Richmond Gem cigarettes; they only said that it smoked a cigarette.

* * * * *

An attraction in the window of a purely retail shop is rather different; it is a general "pull" for the shop, and if a spectator doesn't buy just what is advertised by the novelty ex-

hibited, the chances are that he may buy something else. A stationer and rubber-stamp maker in one of the busiest streets in the City of London (we call the business part of London, or rather the district around the Bank, forming the anciently limited London proper, distinctively "the city") has a cleverly dressed doll about half life size in his window, which, by an electrical attachment not visible to the spectator, raps intermittently on the glass window, exhibiting an invitation to "call in and ask for a price list," or something of the kind. The sharp "tap, tap" of the little man attracts attention, because it is so human—it sounds like some one signaling—and the effect is very ludicrous, as you watch people jump and turn round to look. A lower-toned dodge of the same kind that I saw a number of years ago attracted a certain amount of notice to the establishment of a publican (saloon-keeper), who had, at a carefully half-curtained window on the floor above the street, a flesh-tinted statue, from the nude, of a young woman, about half of it visible, and looking like an incautious servant girl peeping out of a window. The effect was more striking than agreeable; but I dare say it pleased the publican's patrons well enough, and that was about all that was wanted.

Mr. William Morris, the poet, printer, artist, upholsterer and Socialist, who does not believe in advertising, has got out a circular from which I am able to reproduce a fac-simile of some of the types which he has designed, and to which Mr. Benton made reference in the famous New Year's number of PRINTERS' INK. Mr. Benton expressed a hope that some of these type faces might become available for advertising, which, how-

ever (as I showed in PRINTERS' INK for February 8), is not likely to happen if copyright can save them. They are, in truth, very well adapted for advertising—which name, I am sure, Mr. Morris would not for a moment apply to the beautiful circular which lies before me. I can only show a very small specimen of his designing; but the splendid clearness and solidarity of all the faces makes them very much to be coveted for an art which Mr. Morris, who touches many things, and

This is the Golden type.

This is the Troy type.

This is the Chaucer type.



The Historie of Reynard the foxe.
Translated from the Dutch by Wil-
liam Caxton. Reprinted from the e-
dition of 1481. 300 printed.

Secretary to The Kelmscott Press:

H. Halliday Sparling, 8, Hammersmith Ter-
race, London, W., to whom should be addressed
all letters relating to books to which no publish-
er's name is as yet attached.

none without adorning them, should try not to despise, seeing that few men get more free advertising than he (deservedly) does. But perhaps he doesn't despise that kind.

Mr. T. P. O'Connor, Member of Parliament, who is well known in America, and liked wherever known, will, on the 27th of June, publish the *Sun*—a halfpenny evening newspaper—in London. He was the founder and first editor of the *Star*, and on June 27, 1890, in severing his connection with it, agreed not to edit a Lon-

SECOND-CLASS POSTAGE USAGES.

NEW YORK, May 20, 1893.

The Associated Industrial Press, 918 F St., N.W., Washington, D. C.:

GENTLEMEN—The manner in which you executed our last commission was so satisfactory that we wish you would make a similar investigation of the enclosed offer.

We would like to have Mr. Hazen say whether there is anything in the second-class law prohibiting a paper from making such an offer as this.

If he declines to answer this question specifically "yes" or "no," a statement of that refusal will be interesting.

Please forward your bill for this service.

Very respectfully,

PRINTERS' INK.

Enclosed is \$2 in settlement of account rendered.

This is the clipping enclosed.

Send 55 Cents

TO

No. 227 MAIN STREET, ROOM 30, CINCINNATI, O.,

AND RECEIVE THE

TIMES-STAR

For One Month and Free Advertising Amounting to \$7.80.

An advertisement will be inserted free twenty-six times on the third page upon receipt of 55 cents, and the TIMES-STAR sent to you for one month.

One Paper Free for One Month with Each 3 Lines.

3 lines, 21 words, 55 cents;

6 " 42 " \$1.10.

9 " 63 " 1.65.

12 " 84 " 2.20.

and at the same rate for any advertisement in excess of 12 lines.

THE ASSOCIATED INDUSTRIAL PRESS,
918 F Street, Northwest,
EDWARD A. OLDDHAM, Gen'l Manager,
WASHINGTON, D. C., May 19, 1893.

Editor of PRINTERS' INK:

When our representative called upon Gen. Hazen to-day, shortly after your letter was received, and asked him if there was anything in the second-class law prohibiting a paper from making such an offer as that contained in the accompanying printed circular, he gave the paper a glance and said quickly, with some show of irritation, "Suppose you have a talk with Chief Clerk Davis about it."

The latter gentleman was seen, and he at once went off into an elaborate evasion of the question at issue, by observing that the paper making the proposition was an old and recognized newspaper, with a bona-fide list of subscribers, etc., etc.; that it was not ostensibly "a bunch of circulars," gotten together for advertising purposes solely, and of its status the Department could have no possible misconception.

Upon being pressed for an opinion as to the legality of this particular proposition, he yielded so far as to say that it would not be inadmissible in a paper of the standing of the *Times-Star* to thus indulge in a "temporary spurt" to increase its circulation.

But, inquired our representative, a basic principle is involved, a principle that apparently should have force alike with all papers applying for or enjoying second-class mail privileges. How was it, according to this position, the Department could discriminate in favor of one paper and apply the letter of the law to other papers guilty of employing identically the same business-producing principle, though reversing the proposition somewhat? The *Times-Star* had agreed to give advertising space alleged to be worth \$7.80 to the

person who paid the publisher 55 cents for one month's subscription, or, in other words, to make a present of a month's subscription to all who paid 55 cents for a certain class of advertising.

This presentation of the case was suggestive enough to cause the Chief Clerk to readjust his position, and he said, in substance, "Then if that, upon investigation, proves to be the case, the *Times-Star* will be informed that it is violating the regulations, and warned to discontinue the proposition."

Of his own accord he brought up the case of PRINTERS' INK, and said that the Department had been getting letters from all over the country, citing cases of alleged disregard of the regulations, with the endeavor to get the Department committed to an opinion at variance with its position in the PRINTERS' INK case.

During the course of his remarks he made this suggestive statement: "The Department has nothing whatever to do with the arrangements entered into between advertiser and publisher or subscriber and publisher."

In speaking of the *Book News* case, Mr. Davis said that Mr. Wanamaker had reviewed that case himself, leaving the inference that no other official of the Department had been permitted to pass judgment upon it.

Mr. Davis was very pleasant in his manner, and displayed none of that irritation which had characterized the head of his Department. He said that his office had no desire or inclination to discriminate unjustly against any newspaper, and that if the department had erred in its decisions, it was done through ignorance or lack of complete knowledge of the entire facts in the case.

Very faithfully yours,
ASSOCIATED INDUSTRIAL PRESS,
Per Manager.

The Bill.

WASHINGTON, D. C., May 19, 1893.

PUBL. PRINTERS' INK, New York, N. Y.

To The Associated Industrial Press, Dr.

Executing special commission in

P. O. D., \$5.00

Persons who have come into direct relations with the officials of the Third Assistant Postmaster-General's office are rather unanimous in their good report of the efficiency of this Davis, whose name is already rather well known to the publishing community, as he often signs papers as "Acting Third Assistant," etc. Ex-Postmaster-General Thomas L. James, in speaking of this official, was once heard to say, with decision, "Madison Davis is an honest man." This is also PRINTERS' INK's impression.

SOME newspaper man started the report that a Brookfield, N. J., girl kneads bread with her gloves on. An exchange answers: "We also need bread with our shoes on, with our pants on, and with our clothes on. We need it badly, too, and if our delinquents do not soon pay up we will need it without any pants at all."

NEW YORK HORSE CAR ADVERTISING.

To give a faint idea of the enormous amount of money spent in advertising, says the *Newsman*, outside of the newspaper and periodical press, the rates on the cars of a few of the surface roads of New York City are given:

	EACH CAR PER DAY.
Broadway Line.....	5c.
23d Street Line.....	5c.
7th Avenue.....	15c.
9th Avenue.....	15c.
University Place and Broadway.....	2c.
Houston Street and Avenue C.....	15c.
Grand and Chambers Street.....	15c.
Metropolitan Cross Town.....	25c.
14th Street.....	2c.

Broadway Line guarantees 150 cars.

150 cars at 5c. per day.....	\$7.50
31 days at \$7.50.....	\$232.50

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

HEALING BALM—Unsurpassed terms to agts. Address **HEALING BALM CO.**, Macon, Ga.

WE WANT to do good printing for you. **PRINTERS' INK PRESS**, 10 Spruce St., N. Y.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

25,000 AGENTS' letters for sale or on loan. All 1892 letters. Prices low. For samples and address **Box 15 Bachmanville, Pa.**

FIRST-CLASS 19th century circulator for one of the leading newspapers of the U. S. Must have highest testimonials. Address "**LIGHTNING**," care **Printers' Ink**.

WANTED—Editorial management of live Republican daily. Four years' actual editorial experience. University graduate. **W. CAMPBELL**, 6,502 Wentworth Ave., Chicago.

WANTED—Orders—We set type, furnish paper and print; stories, departments, miscellany for padding; modern presses; lowest prices. **UNION P.T.G. CO.**, 15 Vandewater St., New York.

WANTED—An advertising man who has had experience both as a solicitor and in office work, including correspondence. Address, stating experience, "**SPECIAL**," P. O. Box 672, New York.

WANT ADVERTISEMENTS IN PRINTERS' INK under this head, four lines (twenty-five words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 25 cents a line each issue.

WANTED—An editor who has \$5,000 to invest in an afternoon daily. Healthy; 40,000 inhabitants; has press franchise; free of debt; making a little money. Must be a good writer. Young, sober man wanted. Address "**B. Y. H.**," **Printers' Ink**.

WANTED—"A Mint of Hints" contains embossed conceptions for catalogue covers, etc. Ideas on every one of the 100 pages—212 inches. \$2.00 post-pa; add \$10 to any business man. **GRIFFITH, AXTELL & CADY CO.**, Embossers, Holyoke, Mass.

TO an advertising man, who can command a good line of general advertising, an exceptionally fine opportunity is offered—can buy an interest in an established advertising agency now doing a splendid business. Money no object without the man. Address "**CONFIDENTIAL**," P. O. Box 1,370, Boston, Mass.

DO you want a first-class advt. writer? \$2,000 a year. Experienced, bright, ambitious, full of ideas, high character, 30 years old, married. Good at managing help. "**FINE DRY GOODS**," care **Printers' Ink**.

WANTED IMMEDIATELY—A hustling, temperate daily newspaper reporter; an Irish Catholic, one who is acknowledged to have a nose for news. If you expect us to recognize you, answers to this must be accompanied with first-class references; also state experience and salary wanted. Address **NEWS**, care **Printers' Ink**.

A PATENT MEDICINE, \$1.00 preparation. Established 1859. Has a moderate sale through the wholesale drug trade throughout the entire United States. Has had no advertising for years, but holds its own demand. A chance for some one who is interested in a well paying investment. Address **Box X**, **Printers' Ink**.

WANTED—To exchange, our non-assessable \$1.00 shares in reliable stock company for four inches advertising space for three months; ad changed monthly. Dividends declared annually. After two years the company will cash, at full face value, plus dividends, as many of the first 25,000 shares as holders desire. We can accept about fifty best offers. Send best terms and current copy of paper; also samples of shares and small circulars, and state price when cash accompanies order. **COLUMBIA RIVER IRRIGATION & IMPROVEMENT CO.**, Kiona, Yakima County, Washington.

SUPPLIES.

LEYEY'S INKS are the best. New York.

VAN BIBBER'S
Printers' Rollers.

"PEERLESS" CARBON BLACK.
For fine inks—unequaled—Pittsburg.

TRY TYPE from **BRUCE'S NEW YORK TYPE FOUNDRY**, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—**M. Plummer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of **Printers' Ink**.

ADVERTISING MEDIA.

SEATTLE TELEGRAPH.

THE LIVINGSTON ENTERPRISE, the leading weekly paper of Montana.

ALBANY, N. Y. TIMES UNION, every evening, and **WEEKLY TIMES**, reach everybody. Largest circulation. Favorite Home paper.

WISCONSIN AGRICULTURIST, Racine, Wis., circulation over 30,000, proved by P. O. receipts. Advertising only 20 cents a line. World's Fair office 215 Dearborn St., Room 1101, Chicago.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. **THE OHIO STATE JOURNAL**—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—cover the field. All leading advertisers use it.

THE JUDICIOUS ADVERTISER always seeks to attract the attention of the greatest number. By using the **SPOKANE CHRONICLE**, the leading daily paper of Eastern Washington and Northern Idaho, this result is effected. It pays to keep everlastingly at it in a paper which everybody reads. Rates quoted upon application.

CLASSIFIED ADVERTISEMENTS IN PRINTERS' INK begin with a two-line letter, but have no other display. Under headings of Advertising Media, Supplies, Miscellaneous and For Sale, Wants, Bill Posting and Advertising, Advertising Novelties, Addresses and Addressing, Illustrators and Illustrations and Advertisement Constructors, 4 lines (25 words or less) will be inserted once or two lines (12 words or less) twice for one dollar if the cash accompanies the order. Additional space or insertions charged 25 cents a line each issue.

BILL POSTING & DISTRIBUTING.

I NAIL up signs and distribute circulars.
J. F. ROWELL, Stamford, Conn.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted twice under this heading for one dollar, or three months for \$5.50, or \$25 a year. Cash with the order. More space 25 cents a line each issue.

ADDRESSES AND ADDRESSING.

I F you wish to buy lists of names, advertise for them in Printers' Ink.

I F you wish to sell lists of names, advertise them in Printers' Ink.

I PRINT letters that you would swear had been written by yourself. Nothing equal for advertising purposes; very effective for eliciting replies. KING, 89 William St., N. Y.

A NEWLY-COMPILED LIST of 22,000 advertisers, with their commercial rating, for \$15. For fuller information, address PUBLISHERS' COMMERCIAL UNION, Evening Post Building, Chicago, Ill.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 35 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

PREMIUMS.

PREMIUM USERS—For a good article, write to KUHN & CO., Moline, Ill.

BOOKS FOR PREMIUMS—If you want to use books we can supply you at lowest prices. Address J. S. OGILVIE, 57 Rose St., New York.

NEW illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. HOME BOOK COMPANY, 143 & 144 Worth St., New York.

MISCELLANEOUS.

L EVEY'S INKS are the best. New York.

VAN BIBBER'S
Printers' Rollers.

RIPANS TABLETS cure headache. A standard remedy. Order through nearest druggists.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

THE new "HANDY BINDER" for PRINTERS' INK is an admirable device for the preservation of your copies of PRINTERS' INK and is very neat and serviceable. We will send it, postpaid, on receipt of 60c., the cost of the "Binder." Address PRINTERS' INK, 10 Spruce St., N. Y.

"THE PUMPKINVILLE SQUAKER" humorous articles are amusing. I write them. I laugh at every one before I send it out, so I know they're funny. I sell them to publishers. Let me send you some to look over; they're typewritten. W. C. WELLS, 119 De Kalb St., Chicago, Ill.

TO the readers of "Printers' Ink" who have not already received it, a copy of the magnificent Catalogue of "KELOGG'S LISTS" will be sent free upon application! This book contains nearly One Hundred full-page illustrations representing fac-similes, in colors, of some of the leading articles advertised in those celebrated lists. A N. KELOGG NEWS-PAPER COMPANY, 67 Tribune Building, New York.

FOR SALE.

GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

4 LINES, \$1; 1 inch, \$3.50; 1 column, \$46.55; 1 page, \$154.80. 50,000 copies PROVEN. WOMAN'S WORK, Athens, Ga.

FOR SALE—A Republican newspaper and job office within 50 miles of Des Moines, Iowa. Town 2,700 population. \$900 will buy it. Half cash. "H., Printers' Ink."

\$500 CASH, bal. long time or real estate near Philada., buys Dem. Iowa paper; co. seat; forty quires; cash. 1872; good business. Address "DASH," Printers' Ink.

FOR SALE—One of the best country (Republican) weeklies in New York State. Bright new plant. \$5,300 receipts in 1892. Jan. 1 to May 1, 1893, \$2,400 receipts. Circulars sent on application to REGISTEER, Fort Plain, N. Y.

FOR SALE—Southern afternoon paper in city centrally located; 25,000 inhabitants; three through trunk lines; healthy. Large circulation; good advertising patronage. Address, for particulars, "S. A. P.," care Printers' Ink.

WHITE MOUNTAINS—For sale or to let, a handsome, roomy, attractive summer residence and farm; fully furnished and stocked. For illustrated descriptive circular a full particulars, address "G. P. R.," P. O. Box 672, New York.

FOR SALE—One of the best class papers published. Advertising columns earning \$5,000 yearly, and contracts to show for it. Subscription list will pay printing expenses. Sixth volume. Price \$5,000. Address "E. I. B.," care Printers' Ink.

BARGAIN in weekly newspaper and complete job office, in city of 25,000. Good business, material all first-class, cheap power, low rent, best location. Half cash, or will sell half interest to good manager. Address "XXXX," care Printers' Ink.

FOR SALE—First-class job office, in connection with leading daily newspaper, in a city of 50,000 population. Enterprising man with \$50,000 can coin money. This is a grand opportunity for a man who knows his business. Address TIMES-PRESS, Bay City, Mich.

FOR SALE—Here's your chance; no skim milk—no shucks, but a paying Democratic official weekly in 3,500 pop. county seat town in Missouri for sale; \$3,000, \$1,000 down. Cash earnings first four months '93, \$2,000. Office occupies 1,700 sq. ft. floor space. Established 24 years. Steam power. Present owner tired, and will sell. Address "PURE CREAM," Printers' Ink, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

ADVERTISEMENTS CONSTRUCTORS.

TRY my trade tonic for business debility. Whets the reader's appetite for your wares. 10 doses, \$5. JED SCARBORO, Box 63, Station W, Brooklyn.

ADS of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired. Address JOHN Z. ROGERS, 769 Monroe St., Brooklyn.

ADVERTISING AGENCIES.

IF you wish to advertise anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

ADVERTISING NOVELTIES.

AAILABLE novelties wanted. A. D. PERKINS, 11 & 13 Center St., New Haven, Conn.

CLOCKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address SEITH THOMAS CLOCK CO., 49 Maiden Lane, New York.

\$15.00 buys a machine to manufacture excellent advertising material, which will never go out of fashion. Particulars INTERNATIONAL AUTOMATIC MACHINE CO., Cincinnati, Ohio.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: Two Dollars a year. Three Dollars a hundred; single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

NEW YORK JUNE 7, 1893.

NEW YORK City has 49 daily newspapers, Chicago 27, Philadelphia 22, Brooklyn 6, St. Louis 12, Boston 11 and Baltimore 8. These are the only cities having each a population in excess of 400,000. For advertising large cities the daily newspaper can always be used to best advantage. As a rule, no other mediums are profitable.

THERE are a great many family monthly papers issued throughout the country, the subscription price to each being fifty cents a year. It has often been wondered how there can be any money in the circulation of periodicals issued at so cheap a rate. The publisher of one of them recently informed the writer that the paper cost him, delivered to each address, seventeen and one-fifth of a cent per year.

OF the 49 daily papers in New York City only nine are rated by the American Newspaper Directory as having a circulation in excess of 75,000. They are as follows: *Herald*, *Morning Journal*, *News*, *Press*, *Recorder*, *Sun*, *Evening Sun*, *World* and *Evening World*. Those accorded more than 40,000 are: *Morning Advertiser*, *Staats-Zeitung*, *Herold*, *Times* and *Tribune*.

AN interesting announcement comes from the New York *Herald* in connection with its European edition. In demonstrating the field that exists abroad for American advertisers, the statement is made that Paris alone has seventy or eighty thousand American and English-speaking residents, in addition to eighty thousand yearly American visitors. The Paris edition of the *Herald* has obtained the exclusive right of sale for that paper on all the wharves and passenger boats along the Rhine.

MESSRS. G. P. PUTNAM'S SONS have published an interesting book called "The Making of a Newspaper," being the experiences of certain representative American journalists related by themselves. Most of the chapters constituting the volume have been printed in the "Journalistic Series" in *Lippincott's Magazine*, and all relate to the journalistic end of a newspaper. Notwithstanding that the business office (which is ordinarily supposed to have something to do with the "making of a newspaper") is left out in the cold, the book contains matter likely to interest readers of PRINTERS' INK. We quote from the chapter by Julius Chambers, late managing editor of the *New York World*:

Beyond any question, the reporter is the coming man on the American newspaper. Look at what he has done for the city editor! He has raised him from an obscure position to the second place on the editorial staff. If present appearances are to be accepted, in another ten years the metropolitan journals will be almost exclusively devoted to local news, and the city editor will be "cock of the walk." Every New York newspaper man will understand to what journal I refer, and will agree with me that in abandoning all its traditions about the value of foreign news, it took a great step forward in circulation and prestige.

And this brings me to the most interesting theory which I venture to advance regarding the building up of a newspaper's circulation. It is no longer credible that news, merely, will do it. Nor will a bright editorial page insure success. One piece of exclusive information that will be talked about is worth a month's conscientious presentation of the current incidents in the world's history. Not to put too fine a point on it, eccentricities—"freaks," if you please—are what bring new readers to a paper. I know that this is very radical ground to take, and should be more fully explained. But this is not the place, and the examples that I would cite in justification of my opinions might be invidious. An advertisement is a mental impression, and the only advertising field open to the newspaper is the provocation of criticism or praise by its treatment of eccentricities of human life. It is the Dickensian flavor in the modern journal that brings it new and "curious" readers. The paper must, of course, be reasonably good to keep a new friend once found; but success in journalism depends largely upon the accession of new readers. It will be a surprise to the novice to learn that with many of the best established weekly journals the proportion of annual "renewals" is less than twenty-five per cent. To maintain the circulation editors have to lasso seventy-five per cent of new readers every year. And, strange to say, this is not a difficult task, for the man who knows how to accomplish it. But that is a secret of the business.

Mr. Chambers' figures as to the proportion of renewals obtained by the "best established weekly journals" will not only be a "surprise to the novice," but will be seriously ques-

tioned by business managers of long experience. It may be true of papers whose subscription lists have been boomed by flash schemes that only twenty-five per cent are renewals, but can scarcely be believed of the old, substantial journals. Mr. Chambers does not, however, over-estimate the important work that an editor may do in advertising his paper. Articles that will make people talk, novelties and freaks all spread its fame. Mr. Bok, of the *Ladies' Home Journal*, expressed the same idea in a different way, when he recommended in PRINTERS' INK some two years ago the selection of titles which will look well in an ad or on a poster. But the editor needs the coöperation of the publisher. A good feature must be generously advertised to exert its full drawing power. Nothing, with the exception of patent medicines, is so well adapted to being pushed by printers' ink as magazines and newspapers.

MANUFACTURERS and retailers can work together in an advertising way to mutual advantage. Heywood, the shoe manufacturer, for example, sends to retailers a neatly lettered card suitable for display in window or show case. It is gotten up in the most approved modern fashion, with a few well-chosen words printed in black ink in plain type on a card, with plenty of white space to throw the matter into relief. No advertising for Heywood appears on the card, but it is a good thing for him, nevertheless, and first-class for the retailer. This may give a suggestion to manufacturers and wholesalers in other lines.

A WEAKNESS shared in common by many advertisers is pride in their ability to get lower rates than competitors. Solicitors recognize this, and are sometimes guilty of fostering the harmless delusion. Bjones is flattered by the idea that he is getting a price which the daily *Kasoo* has never before dreamed of allowing to any human being.

The real art in getting bottom rates in important papers (it was ingenuously explained to the writer by a hustling advertiser) rests in getting into confidential relations with the advertising manager. "Over lunch and a small cold bottle in a convenient café we arrive at a price which seems to me cheap for the proposed service. I express

fear that I am paying a higher price than other users of his space. For instance, there is the Royal Baking Powder Co. and Hood's Sarsaparilla. They have the name of getting very low rates, but I innocently remark that I don't see why I shouldn't get as low as they. The result usually is that before I sign my contract he shows me the original contracts with these or other well-known rate-cutters. If my figure is as low proportionately as these I am happy, though I dare say the managers of each one of these concerns fancied he alone was being made an exception of."

The London *Chemist* is distributing a neat little "fake" advertisement in card. It represents a medicine bottle, in colors and shape, with the labels, "Business Tonic" and "Draw the Cork Carefully." On pulling what represents the cork you read, "The best business tonic for wholesale houses dealing with chemists and druggists is a series of advertisements in the London *Chemist*. . . . Dose: We recommend one full page in every issue; but smaller or larger doses may be taken with correspondingly beneficial results," and so on.

EXCEPTIONS THAT PROVE THE RULE.

ROBINSON, PARKER & Co.,
Men's and Boys' Clothiers.
WASHINGTON, D. C., May 25, 1893.

Editor of PRINTERS' INK:

In your issue of the 24th inst. Top O'Column has a very interesting article on advertising fashions in men's clothing, but he makes a mistake when he says that the tailors and clothiers do not say anything about the changes of styles in their advertisements. The very garments he mentions, *i. e.*, the long frock coats for dress and the double-breasted sack for business wear, have been almost daily advertised by us, and other dealers as well; in fact, we advertised them before half the tailors in town had begun making them. Not alone in Washington have I noticed the clothiers advertising and describing new and advanced styles in men's garments, but in other cities also, namely, S. M. Wanamaker, of Philadelphia; Atwood, of Chicago, and one or two others; but as a rule clothiers, tailors, hatters, shoe dealers and haberdashers do confine their advertising to merely mentioning qualities and prices, without going into the details of styles and fashions.

T. PLINY MORAN,
Advertiser for Robinson, Parker & Co.

ONE SUCCESSFUL PAPER COMPLIMENTS ANOTHER.

Editor of PRINTERS' INK:

I congratulate you on the internal evidence of the success of PRINTERS' INK.

JAMES S. METCALFE,
Editor of *Life*.

AS NOTED IN THE HUB.

By John Z. Rogers.

While in Boston for a couple of days, on a flying trip, after an absence of three years, I was impressed with the changes that the newspapers had experienced.

A few years ago no city in the country, probably, of an equal size was the home of such conservative papers as Boston. The *Advertiser*, which for years sold for four cents a copy, was read by the merchants and business men generally, and was noted for its market reports; the *Journal* had a good local circulation among the conservative class, and was religiously read by the people of New Hampshire and Vermont, and the *Traveller*, a big blanket sheet, successfully posed as a home newspaper of the conservative class, and paid much attention to suburban news. There were the *Post* and other papers of much the same class. A few years ago pictures were a novelty, except in the *Globe* and *Herald*. Now things are different. The papers print as many illustrations, proportionately, as the New York *World* or *Herald*; scare heads are common, many of them two columns wide, and voting contests for various popular gentlemen in different walks of life are in vogue. The *Traveller* has its old blanket sheet size, and now prints an eight-page paper, with eight narrow columns to each page. It has many departments; pays especial attention to real estate news, and runs three and four columns of sporting matter daily. It also prints "picture coupons," eighteen of which entitle one to a photo-etching. What a shock these innovations must be to those who have read the *Traveller* since childhood!

The *Post*, under the management of Mr. Grozier and the late Col. L. L. Morgan, has been radically changed. The *Post* uses many pictures, heavy black-face type for heads, and prints lots of suburban news and matter of interest to the fair sex.

Most of the other papers have changed materially, both in the handling of news and make-up, except the *Globe*, *Herald* and *Advertiser*. The latter paper issues a bright evening edition called the *Record* which has been established ten years and has a circulation in the vicinity of the century mark. The *News*, which was started about three years ago and run as a

penny morning, is, I was told, soon to come out as a two-cent paper.

I noticed no material changes in the *Globe* and *Herald*, except that each printed more advertisements than they did three years ago.

There is much difference between the advertisements in New York papers and those of the Hub. There appear to be far more advertisements in preferred positions in the Boston papers. For instance, I noticed six on one page of the *Globe* and seven on one page of the *Herald*, averaging 70 lines each. All were at top of column, pure reading matter and on one of the best pages. This is rarely seen in New York. Book and magazine publishers advertise generously. I wonder whether publishers use so much space because they recognize the claim that Boston is the seat of culture, or because the papers give so much space to literary events. Perhaps a little of both.

Pearline, "Hood's Cures," Scott's Emulsion, Cottolene and other general advertising occupies good space in most of the papers. Knapp's Root Beer appears on the first page of at least the *Globe* and *Herald*. It is a striking advertisement, and should be effective—about a third of a column deep and three columns wide, above and next to pure reading matter.

Among the local advertisers Paine's Furniture Co. continues to print attractive advertisements. One begins, in calling attention to beds and chamber sets:

A MERCIFUL MAN IS MERCIFUL
TO HIS GUESTS.

Mr. De Land, of the Equitable Building, turns out the Paine advertisements, and they are models of terseness and effectiveness. The big dry goods firms use good space, and have a decided fondness for the best positions.

I noticed particularly the theatrical advertisements. Here in New York the average space used by a theater is, say one inch, and in the evening papers much less, while in Boston they run from three to six or eight inches. Mr. Charles H. Taylor, Jr., who is relieving his father, the colonel, of much of the general charge of the *Globe*, told me that Boston theatrical managers believed in using newspaper space

in making a play a success, rather than in depending upon the critics. Mr. Taylor said: "We don't believe in giving the theaters so much free advertising as the New York papers favor them with."

My opinion coincides with his. In New York a theater using 100 lines in the course of a week frequently gets from half a column to two columns of notices in each local paper on Sunday, while a general advertiser who pays a paper \$10,000 a year finds it either difficult or impossible to get an occasional notice without paying reading-notice rates and having *Adv.* or three stars follow it. I doubt, too, whether many people care to read from one to three pages of theatrical matter each Sunday.

Mr. Taylor, Jr., told me how Pettingill got the Knapp's Root Beer business. "There were lots of agents after it," he said, "and they talked terms, and rates, and discounts, but didn't get the business. Mr. Pettingill went to them equipped with sample advertisements and other tangible matter, and when he demonstrated just what he could do he made a contract." It must have been a large one, judging by the advertisements.

In looking about at the hotel and railroad news-stands in Boston, and talking with the people in charge, I found that the eight papers that had the best sale were the *Globe*, *Herald*, *Record*, *Transcript*, *Post*, *Journal*, *Advertiser* and *Traveller*, and they averaged up in about the order named, although the order naturally varied in different places. In many places the *Globe* and *Herald* were nip and tuck.

The *Globe* allows but 50 per cent. of unsold papers to be returned, while the other papers allow full returns.

The presiding genius of the news-stand invariably refused to give me exact figures, although one in charge of a stand at a leading Washington street hotel gave me figures regarding outside publications. He sold 40 New York *Worlds*, 10 *Heralds*, 8 *Suns* and 8 *Recorders*. Of illustrated weeklies, *Truth* and *Music and Drama* (which has just begun the spicy policy that boomed *Truth*) were about even at 75 copies each, while *Puck* and *Judge* were not so popular, 15 of each being sold weekly. *Town Topics* came between with an average sale of 50; the *Illustrated American* had a good sale, and *Vogue* was growing popular. Of

the magazines, *Scribner's* led, with *Century*, *Cosmopolitan* and *Harper's* next in order. The *New England Magazine* was in good demand, and the other local monthly, *Donohoe's Magazine*, a Catholic publication, was close on the heels of the former.

The reticence of those in charge of the stands was probably due to the manner in which the papers are distributed. The Hotel and Railroad News Co. is a coöperative concern, run by the local papers for the purpose of distributing papers effectually, impartially and at a minimum cost. It cuts into the New England News Co., but I suppose the New England company feel it more than the local publishers, as the latter have little or nothing to lose by antagonizing the older concern.

Boston advertising and journalism appear to be in a healthy and successful condition, and the Bostonians have, considering the size of the city, as large and varied a list of papers to select from as the people of any city in the country.

THERE'S PROFIT IN ADVERTISING

Allen C. Mason, one of the big millionaires of Tacoma, is under forty. Mason's wealth illustrates the value of newspaper advertising. Just ten years ago he was teaching school in Jacksonville, Ill. He borrowed \$3,000 for three years to come to Puget Sound, settled in Tacoma, and went into the real estate and loan business. During five years his transactions amounted to more than \$3,000,000. He is now building a house in Tacoma which will cost \$125,000, has given the city a public library of 20,000 volumes and owns all sorts of valuable property. He considers the newspapers one of the secrets of success. He put all his money at first into newspaper advertising. He started in by advertising his real estate in religious papers spending at first \$100 a month and increasing till he was spending \$500 a month in this way. Then he tried the big Eastern dailies, and one Sunday he spent \$10,000, all that he had at the time, in putting two-page ads in the big Sunday newspapers of New York, Boston and Philadelphia. The result was that the letters came in by the bushel, and half of them contained money, and Mr. Mason says he is still getting business from the advertising of that time.—*Pittsburg Dispatch*.

THE great desire of the purchasing public is to get an article a little below the ruling rates. Even if the difference amounts to but a penny or two the establishment which offers that advantage will be busy, while houses asking the penny or two more will be idle. Remember this principle in stating prices for your small "advs." If what you have to offer is quoted at a figure a little below its usual price you'll find no difficulty in disposing of it.—*Philadelphia Item*.

SOME LEADING NEWSPAPERS.



ADVERTISEMENTS appearing under this head are carefully edited, and any statement contained in them may be used elsewhere, if desired, and credited to PRINTERS' INK. They are based upon the reports and estimates of the American Newspaper Directory, and if in any respect erroneous, the fault is to be attributed to the Directory, and not to PRINTERS' INK. Advertisements inserted here may contain additional statements of value to the paper, not antagonistic to or inconsistent with the Directory ratings. Proposals for inserting advertisements in PRINTERS' INK, to be paid for by other advertising, cannot be considered at the present time.

ARKANSAS.

Little Rock **GAZETTE**—Both daily and weekly are rated as having fifty per cent. more circulation than any other daily or political weekly in Arkansas.

BAPTIST VANGUARD—A weekly, published at Little Rock, has the largest circulation rating accorded to any organ of the colored race published in Arkansas.

CALIFORNIA.

OUR HOME, San Francisco—Is given an average monthly issue of 26,339, by far the largest of any monthly in California.

COLORADO.

LEADVILLE HERALD-DEMOCRAT—Is given a higher circulation rating than any other daily in Colorado outside of Denver.

ILLINOIS.

Rights of Labor, Chicago—Of the dozen papers in the country devoted to the interest of the Knights of Labor, this weekly is accorded a larger circulation rating than any other, with one exception.

THE NEWS, Champaign, Ill., receives advertising conditioned on a larger circulation than any two other papers combined in Champaign County (pop. 42,159). Its edition is guaranteed by the Directory to be not less than 8,600.

INDIANA.

The **Indianapolis News** conditions payment on larger circulation than any other three dailies in Indiana combined. Average over 30,000.

American Nonconformist: Issued at Indianapolis, has a higher circulation rating than is accorded to any weekly newspaper in Indiana.

KANSAS.

TOPEKA ADVOCATE—Official State paper. Farmers' Alliance organ—credited with the largest weekly circulation rating in Kansas.

MASSACHUSETTS.

YANKEE BLADE, Boston.

No publication in Massachusetts is accredited a higher circulation rating.

Farm-Poultry, Boston, monthly: regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry Journal in the United States.

MISSOURI.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

STAR,

KANSAS CITY.

Its daily edition is one of the (only two) daily papers in Missouri to which the American Newspaper Directory accords a circulation of more than 52,700 copies each issue, and its weekly edition is one of (only two) weekly papers credited with issuing more than 83,600 copies.

NEBRASKA.

DROVERS' JOURNAL,

SOUTH OMAHA, NEB.,

is one of (only two) daily papers in Nebraska the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the year of 1892 of 2,891 copies.

NEW HAMPSHIRE.

5,000 circulation. The **Republic Journal**, 12-page weekly; largest paper in New Hampshire; best line of communication between advertiser and buying public. W. H. COLBY & Co., Publishers, Littleton, N. H.

NEW JERSEY.

TIMES—Elmer, is one of the (only thirty-five) weekly papers in New Jersey the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 2,146 copies.

NEW YORK.

The People's Home Journal

is among the (only five) monthly publications in New York City to which the American Newspaper Directory accords a circulation of more than 285,400 copies each issue. Advertising rates, \$1.25 per line. Published by

F. M. LUPTON,

106 Reade St., New York.

TOILETTES,

a Fashion publication issued monthly at 126 West 23d street. Has a paid circulation of 40,000 copies, a fact guaranteed at publishers' office in any way that may be required. This magazine was formerly sold by subscription only; it is now handled by the trade, the American News Company being wholesale agents.

PRINTERS' INK—Is one of the (only sixteen) weekly papers in New York City the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular average issue of 51,813 copies during the year 1892, which is more than five times the total circulation accorded to all the dozen other publications issued in the United States in the interests of advertisers.

New York. **CARPENTRY AND BUILDING**, monthly, has the largest circulation rating accorded to any architectural or building publication issued in the United States.

DRAMATIC MIRROR

is among the (only fifty) weekly papers in New York City to which the American Newspaper Directory accords a circulation of

More Than 17,500 Copies Each Issue.

OHIO.

The American Builder, Cleveland, is accorded the largest circulation rating of any agricultural or builders' journal west of New York.

PENNSYLVANIA.

Pittsburgh Press has the largest circulation rating of any daily in that city, viz: 40,944.

Colliery Engineer, monthly, Scranton, Pa.: has the largest circulation rating accorded to any paper in America published in the interest of mining. Its circulation is national.

RHODE ISLAND.

NEWPORT NEWS.

Its daily edition is one of the (only three) daily papers in Rhode Island the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Daily issue for the past year, 3,181 copies.

TENNESSEE.

MEMPHIS APPEAL-AVALANCHE—Is given a larger circulation rating for its daily, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

NASHVILLE AMERICAN

is one of the four weekly publications in Tennessee to which the American Newspaper Directory for 1893 accords a circulation of more than 12,500 copies each issue.

WISCONSIN.

MILWAUKEE WISCONSIN: Is accorded a higher circulation rating than is given to any other evening daily in Wisconsin.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

SUCCESS Family Magazine, 25c a line. AMERICAN PRESS CO., Baltimore.

JOB PRINTING First-class, and no other. Printers' Ink Press, N.Y.

FREE SAMPLE COPIES AND RATES. We reach the people. THE GREAT WEST, Aberdeen, S. D.

BE INDEPENDENT. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 28 West 23d St., New York City.

LET ME SHOW YOU SOMETHING

If you advertise in local newspapers, send address. CHAS. W. HARPER, Columbus, O.

GERMANIA Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

DIRECTORY PUBLISHERS, please send and price list of your directories to U. S. ADDRESS CO., L Box 1407, Bradford, McKean Co., Pa.

HOPKINS & ATKINS, Washington, D. C. 20 years' experience. Write for information

PATENTS

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

TRADE-MARKS Registered in U. S. and abroad. Interferences and infringements conducted. Advice free. Write. **Glascock & Co.**, Washington, D.C.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

PATENT OR NO PAY. Book free. Prompt, reliable work. S. C. FITZGERALD, Washington, D. C.

LOUISVILLE WEEKLY AMUSEMENT BULLETIN. Circulation 5,000 weekly. For free distribution at all local hotels, clubs and public resorts. 243 Fifth St., Louisville, Ky.

NEW YORK LEDGER

DON'T

Order any kind of cuts for printing until you have heard from us. It will pay you to write us. **CHICAGO PHOTO ENG. CO.**

21.00—Visiting Cards. We will engrave a copper plate and print 50 visiting cards for \$1.00. Samples, 4c. Satisfaction guaranteed. For 10c. we will mail copy of our book, "Card Etiquette." **BELLMAN BROS.**, Toledo, O.

RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Prest., 314, 336 Broadway, New York City.

FOLDING PAPER BOXES FOR ALL PURPOSES. NEW HAVEN, CONN.

TEACHERS are paid regularly. Spend money freely. Are best mail customers. Make good agents. We reach them. **Normal Instructor.**—20,000 monthly. (Proven.) Trial adv. 10c. a line. **DANVILLE, N. Y.**

The PALMER (Mass.) HERALD offers advertisers more circulation than any paper between Springfield and Worcester.

OVER 2,500.



For holding Papers, Letter Files, Anything. Clean, Light, Strong, Portable, Cheap. In use all over U. S. Send for catalog and testimonials. **POPE RACK CO.**, St. Louis Mo.



Columbian Desk Catalogue 160-pages, postage 7c. Desks from \$6.00 to \$600.00. American Desk & Seating Co. 271-273 Wabash Av., Chicago, Ill

WATCHES

Are the Best **PREMIUMS.**

Address the manufacturers direct.

THE PHILADELPHIA WATCH CASE CO., RIVERSIDE, N. J.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!



ALL ARITHMETICAL PROBLEMS solved rapidly and accurately by the Comptometer. Saves 60 per cent. of time and entirely relieves mental and nervous strain. Adapted to all commercial and scientific computation. Why don't you get one! Write for pamphlet. **Felt & Tarrant Mfg Co., 52-56 Illinois St., Chicago.**

DODD'S
Advertising
AGENCY

BOSTON
222 Washington St.

NEW YORK:
World Building.

Reliable dealing, low estimates, and careful service have given this agency a standing with advertisers equalled only by its influence with newspapers!

Advertisements specially prepared for our Clients.

SEND FOR ESTIMATE.

Advertising in England,
European Continent, Etc.

SELL'S

ADVERTISING AGENCY, L't'd.

Capital, \$250,000. Henry Sell, Manager, (editor and founder of "Sell's World's Press.")

Full particulars regarding British or European Advertising, sample papers, rates, etc., at the London Office, 167-168 Fleet street, or at New York Office, 21 Park Row, Ground Floor.

TURF, FARM & HOME

A HORSE JOURNAL.

\$1.50 per Year and Advertising Values Big.

AUBURN GAZETTE COMPANY

(Pub's Auburn Daily Gazette),

AUBURN, MAINE.



BRUCE'S EXHIBIT.

The great midsummer souvenir edition of **THE AMERICAN SCHOOL BOARD JOURNAL** will exhibit in 100,000 of the best homes in the United States. Uncle Sam will attend to the distribution July 1. Rates 30 cts. per line. Adv. copy June 29.

WM. G. BRUCE, Pub., N.Y., Chic., Milwaukee.

PUBLISHERS DESIRING BICYCLES



For themselves, employees, or for premium use can procure same from us, and pay part in advertising and balance in cash. Manufacturers and largest jobbers in the U. S. Write for catalogue and terms.

ROUSE, HAZARD & CO., 2 X St., Peoria, Ill.

THE HOME CIRCLE,

ST. LOUIS, MO.

75,000 Copies Each Month.

An exceedingly desirable medium for **GENERAL ADVERTISERS.**

THE HOME CIRCLE PUB. CO., St. Louis, Mo.

The Argonaut.

THE ONLY high-class political and literary weekly published on the Pacific Coast.

A **LARGER CIRCULATION** than any other paper on the Pacific Coast, except three San Francisco dailies—over **18,000** copies.

THE ONLY purely weekly paper having perfecting machinery to get out its edition; the others are folded or bound by hand.

213 GRANT AVENUE,

SAN FRANCISCO.

THE
QUEEN OF FASHION

NEW YORK.

200,000 Circulation Monthly; Guaranteed.

PAGE & RINGOT, Publishers.

ADVERTISING RATES:

80 Cents per Agate line. No discounts for time or space.
5 per cent discount for cash with order.

To advertisers who wish to reach the ladies this is one of the best mediums in the country. Why not try the **QUEEN OF FASHION** once and be convinced by the returns you will receive!

QUEEN OF FASHION, 46 E. 14th Street, (UNION SQUARE) New York City.

In no business affair is fidelity in an agent more essential than in **ADVERTISING**, and in none is fidelity less effective, if not joined to experience.

Our Advertising Agency unites faithfulness to thorough experience and gives its patrons the best service that can be rendered.

THE GEO. P. ROWELL ADVERTISING CO.,
Newspaper and Magazine Advertising,
10 Spruce Street, New York.

If you want to reach everybody advertise in Scribner's—it isn't necessary to have an exhibit at Chicago.

*Address CHARLES SCRIBNER'S SONS,
743-45 Broadway, New York, N. Y.*

MULTIPLY, ADD and SUBTRACT,

and the **Result** will cause you to replace your "Double Cylinder" by one of our

"New Model" Rapid Rotary Web Perfecting Presses,

which can be **Easily** and **Economically** operated by **One Man** and **A Boy**.

It will Perfect and Fold 8 to 10,000 4 or 8-Paged Papers per Hour.

CAMPBELL PRINTING PRESS & MFG. CO.,
NEW YORK. — CHICAGO.

The one point above all others for an advertiser to consider is proved circulation. Next, he should avail himself of one that cannot be duplicated. It has become universally known that no substitute can be found for

ALLEN'S LISTS.

The papers comprising them are not thrown away, but are read in the leisure of the home by family and friends—thrifty people who spend money freely, as hundreds of our regular advertisers are pleased to acknowledge.

Forms close on the 18th.

E. C. ALLEN & CO., Prop's, Augusta, Me.

RECIPE.

Some of the good things that go to make a
SUCCESSFUL NEWSPAPER, like the

Philadelphia Item

5 Hoe Quadruples,	-	-	-	-	\$300,000
35 Delivery Wagons, Horses, etc.,	-	-	-	-	25,000
1 Stable,	-	-	-	-	35,000
17 Mergenthaler Linotypes,	-	-	-	-	50,000
2 Publication Offices,	-	-	-	-	150,000
Business Machinery, etc.,	-	-	-	-	50,000
Brains,	-	-	-	-	390,000
Total,	-	-	-	-	\$1,000,000

RESULT:

Circulation of THE ITEM, every issue for the past five years has been as follows:

	DAILY.	SUNDAY.	WEEKLY.
1888	154,835	91,443	23,782
1889	164,944	151,728	32,440
1890	174,419	174,209	42,157
1891	181,237	184,490	43,358
1892	186,767	192,363	53,753

The correctness of these figures is fully authenticated and sworn to by the publishers, as well as **guaranteed** by GEO. P. ROWELL & Co., the recognized authority on newspaper ratings.

 **OVER ONE THOUSAND AGENTS** in Philadelphia handle **THE ITEM**, through its 35 Wholesale Wagons, and sell no other paper. "One paper in a City."—**THE ITEM** for Philadelphia.

S. C. BECKWITH, Sole Agent **48 TRIBUNE BUILDING, N. Y.**
Foreign Advertising, 509 "THE ROOKERY," CHICAGO.

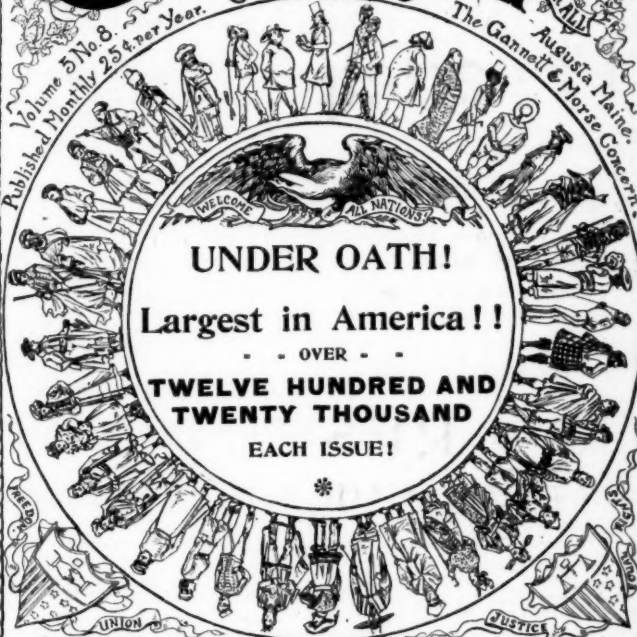
Copyright, 1893, by the Gannett & Morse Concern.

COMFORT

JUNE 1893

Volume 5 No 8
Published Monthly 25¢ per Year.

The Gannett & Morse Concern.
Augusta Maine.



UNDER OATH!

Largest in America!!

- - OVER - -

**TWELVE HUNDRED AND
TWENTY THOUSAND**

EACH ISSUE!

"IF YOU PUT IT IN COMFORT IT PAYS!"

STATE OF MAINE, Kennebec, ss.

AUGUSTA, MAINE, March 24, 1893.

I, William H. Gannett, of Augusta, Maine, hereby certify that I am the owner of "Comfort," and that the regular circulation of "Comfort" is over twelve hundred and twenty-one thousand copies every issue.

(Sgd.) WILLIAM H. GANNETT.

STATE OF MAINE, Kennebec, ss.

Personally appeared the above-named William H. Gannett and made oath that the above statement by him subscribed is true. Before me,

SEAL

A. G. ANDREWS,
Judge of the Municipal Court, Augusta, Maine.

Space of responsible agents or of us direct. THE GANNETT & MORSE CONCERN, Publishers, Augusta, Maine. Boston Office, 28 Devonshire street; New York Office, Tribune Building, HENRY BRIGHT, Representative.



*Would you
like an
Advertisement
Printed
in Colors in
THE NEW
YORK
RECORDER?*

It is the only Daily Newspaper in the World that does this sort of thing, you know.

Doesn't it strike you that such an advertisement would attract attention?

And don't you think that such an advertisement would make an impression?

Only a limited amount of space is given each week to advertisements, and it is necessary to arrange well in advance.

Rates, etc., will be given on application.

Commencing with the October, 1893, issue the
rate for advertising in

The Ladies' Home Journal

will be

Four Dollars per Line

and contracts are not acceptable to extend beyond the
September, 1893, issue except at that rate.



The Paid Circulation

of THE LADIES' HOME JOURNAL, April 29, 1893
was as follows :

Paid in advance yearly subscribers	496,855
Sold to the Central News Company	191,080
Total paid circulation on that date	687,935
To supply advertisers and back numbers	25,065
Total number of copies printed	713,000

Miscellanies.

An Excellent Way.—Jones: Good morning, Benson. How do you find business?

Benson—By judicious advertising.—*Life*.

They are Strong There.—Stranger: Does a paper ever take him's from subscribers?

Editor—Oh, yes; quite frequently in the West.—*The Club*.

Now and then a man goes into the great Fair on a paid ticket; and it is thought by some that he is a member of the press.—*Judge*.

Too Busy.—“Are you doing much reading now?”

“No; I haven't time to read. I'm too busy writing book reviews.”—*The Club*.

In the want column of an Eastern daily this advertisement recently appeared: “Wanted—A tricycle for a young girl with an upholstered seat.”—*Ex.*

Editor Shaver, of the Dalton *Argus*, advertises for a tail to his last year's spring coat. He lost the original in a race with a sheriff who was a good runner, and got close enough to levy on it.—*Atlanta Constitution*.

Got the Same Jokes in Another Way.—“Gentlemen,” said the toastmaster, “we will dispense with speeches this evening. I have employed a professional elocutionist to read the comic papers aloud to us, instead.”—*Puck*.

“I—I must not listen to you, Mr. Capphead,” protested the blushing girl, with eyes downcast. “You are only trifling, and—besides, it is getting late.”

“Please hear me out, Miss Helen!” pleaded the infatuated young reporter. “I'll cut it down to 250 words.”—*Chicago Tribune*.

The man who never advertises always has plenty of time to balance up his books.—*Somerville Journal*.

Print-Shop Volapuk.—This ¶ is to state that the weather in this § has been without ¶ in severity since the morning *.* sung together, consequently §§ are few in our office, and we hasten ~ the opportunity to ask our subscribers (with their ¶ mission) to § in cash, so we will not have to stand with a † in our § to keep our creditors away from our personal property.—*Latah Times*.

An Imitation.—“Isn't Faber's newspaper a political organ?”

“No; it's only an organette.”—*Puck*.

True to Her Word.—“When I gave you \$10 to go shopping with this morning, Lucinda,” said Mr. Rushquill, sourly, “you said you would furnish me with a suggestion for a sarcastic editorial.”

“Here it is, Henry,” replied the editor's wife, submitting for his inspection several yards of material she had purchased for the sleeves of her new dress.—*Chicago Tribune*.

After his lecture before the journalistic class at Cornell University, a sophomore asked Eli Perkins when he became a journalist.

“Never,” said Eli, “but I do hope, after twenty years' more experience, to become a newspaper man.”

“Well, what is the difference?” asked the sophomore.

“Just this, my son,” said Eli. “A callow reporter calls himself a journalist. As George Welshons says, in his first tadpole stage, when his head is swelled, he is a journalist. If he finally shows great brain and industry and escapes the fool-killer, he may become a reporter. After years of study and toil, and when his brain is stuffed with wisdom, wit and discretion enough to kill his own editorials and ‘make up’ a sixteen-page Sunday edition, then I say he's a newspaper man.”

“Then, this is as high in the profession as he can get?”

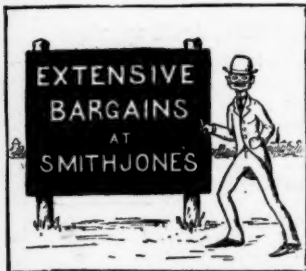
“Yes, he is now at the pinnacle. By and by, when he gets lazy and stiff and old and stupid, they reduce him to editor.”

“An editor is a decayed newspaper man, with bunions on his brain, chilblains on his heart, corns on his ears, and warts and dyspepsia on his liver.”

“The business of the editor is to sleep up-town all day, and at night he prowls around a newspaper office, and at midnight he takes a blue pencil and assassinates every bright and readable idea that the smart reporters have brought in during the day.”

“The editor is all epithet, while the reporter is all proof. The editor calls a man a chicken thief and gets sued for libel, while the reporter—kodak in hand—interviews him while picking off the feathers in his back yard, and the next day the thief takes a whole advertisement to shut up the newspaper.”

“No,” continued Eli, “I hope I am a newspaper man, and I dread the time when I shall get old and stupid, and have to kill my own bright things which made the people glad, sold newspapers and made Americans know me.”



THE DISCHARGED CLERK HAS HIS REVENGE.

—Truth.